



## ***Call for Papers***

### **ICServ (The International Conference of Serviceology) 2025: Green Economy and Service Innovation - Shaping the Future of Business and Society**

*Host: European Institute of Japanese Studies,  
Stockholm School of Economics, 1-3 December 2025*

#### **Description**

The Society for Serviceology, in collaboration with the European Institute of Japanese Studies at Stockholm School of Economics, Sweden, is thrilled to announce ICServ 2025: Green Economy and Service Innovation: Shaping the Future of Business and Society. This distinguished international conference will take place in Stockholm, Sweden, serving as a dynamic platform to bring together leading researchers, industry practitioners, policymakers, and thought leaders from around the globe.

The conference will delve into the transformative potential of AI-driven service innovation and its alignment with green economy principles, addressing some of the most pressing challenges of our time. It will explore how service innovation can drive sustainable development, foster environmental responsibility, and reshape industries to support more equitable and sustainable societies. ICServ 2025 aims to bridge academic research and real-world applications by emphasizing interdisciplinary collaboration, paving the way for innovative solutions that combine technological advancement with ecological and societal well-being.

Participants will have the opportunity to engage in stimulating discussions, share groundbreaking research findings, and network with professionals who are shaping the future of service systems and sustainable practices. The event will include keynote speeches from world-renowned experts, engaging panel discussions, and interactive sessions designed to inspire new perspectives and collaborative opportunities.

Join us at ICServ 2025 for an inspiring and thought-provoking exploration of how green economy principles and service innovation can shape the future of business and society. Together, we will explore how emerging technologies and sustainable practices can create lasting positive impacts for the planet and its people. Let's come together to envision and co-create a more sustainable and equitable future.

## **Topics**

ICServ 2025 welcomes contributions on the following subjects, but not limited to, which have a wide multidisciplinary and international perspective:

- Sustainable and green for social impact
- Green energy for social impact
- Servitization / Product-Service Systems
- Service-led Growth of Society and Economy
- Service Ecosystem and Value Co-Creation
- Service Culture
- Service Internationalization
- Service Engineering & Technology
- Service System
- Service Innovation
- Service Marketing & Management
- Human Aspects in Service
- Industry Practices
- AI-Enhanced Service Design and Delivery
- Ethics, Privacy, and Trust in AI-Driven Services
- Transforming Business Models with AI in Service
- Emerging Technologies and the future of service
- Service Capability
- Service Design
- Service Digitalization
- Service Disruption

## **Special sessions**

### *Panel Discussions on Green Economy and Servitization*

Explore the transition of traditional product-based business models to integrated product-service systems, examining their impact on efficiency, innovation, and sustainability.

### *Happiness, Wellbeing and Welfare*

Discuss how service innovations can enhance individual and societal well-being, focusing on metrics such as welfare and happiness as essential indicators of progress.

## **Keynote speakers**

### [Prof. Micael Dahlen \(Stockholm School of Economics\)](#)

A global thought leader on happiness, creativity, and economic behavior. Author of Nextopia and Creativity Unlimited. His keynote and interactive Workshop will challenge how we think about well-being in the age of Consumption.

### [Prof. Christian Kowalkowski](#)

#### [\(Linköping University / Hanken School of Economics\)](#)

An international authority on servitization and B2B marketing. He will present cutting-edge insights on business model innovation and engage in a panel with practitioners and policymakers.

## **Important dates**

Conference Dates: December 1st - 3rd, 2025

Important dates and calls for papers will be announced: February 1st

The abstract submission site will be open: April 1<sup>st</sup>

*For the conference submission we are using a specific abstract template for coherence purposes. Please use the submission template that you will find [here](#). The template covers the most essential parts of the proposed paper submission. Word count, Max. 500 words. Please submit your abstract to the conference submission email: [ejjs@hhs.se](mailto:ejjs@hhs.se)*

[ICServ 2025 Abstract Submission Template](#)

The deadline for abstract submission: July 1st  
The notification of acceptance will be sent: August 15th  
The registration site will be open: September 1st  
The full paper should be submitted until: September 30th  
The conference program will be released: November 1st

### **Conference fee**

#### *Regular*

Early Bird registration until October 12: SEK 5 500(incl.VAT)  
October 13-November 10: SEK 6 000 (incl. VAT)

#### *PhD Students*

Early Bird registration until October 12: SEK 3 000 SEK(incl. VAT)  
October 13-November 10: SEK 3 500 SEK (incl. VAT)

It covers conference materials, lunches, coffee breaks, welcome reception, conference dinner and a bus trip for company visit.

**For further questions and submission: [ejjs@hhs.se](mailto:ejjs@hhs.se)**

For more information about the Society for Serviceology:  
<http://www.serviceology.org/>

Conference website:  
<https://www.hhs.se/en/research/institutes/eijs/icserv-2025/>